

## Academic Brochure

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# European Business School of Barcelona

In collaboration with:



Cum Laude  
Award 2023:



# Welcome to ENEB

The World's Leading Business School

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We are dedicated to transforming lives through high-quality education. Recognized as the #1 business school by Innovatec for our technological innovation, we offer a dynamic and engaging learning environment designed to equip you with the skills to succeed in today's competitive world.





# Why ENEB?

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ENEB - European Business School of Barcelona stands out as a leading institution in online education specializing in master's and postgraduate programs designed to boost your career on a global scale. With a strong international presence and courses offered in Spanish, English, and Portuguese, ENEB positions itself as the perfect choice for those seeking educational excellence without borders.

All educational programs offered by ENEB grant University Certification as they are endorsed and certified by the Isabel I University, thus validating the quality and recognition of your education internationally. Upon completing your studies, you will be eligible to receive ECTS (European Credit Transfer System).

## MAIN PARTNERS

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Universidad  
Isabel I



Harvard  
Business  
Publishing  
Education

## TECH PARTNERS

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Numintec



hotmart



Z O H O



Power BI



Hawkings



power query



## + 100 PARTNERS

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UIN UNIVERSIDAD  
INSURGENTES



Instituto  
Europeo  
de Posgrado



Cooperación  
UNIVERSITARIA  
AUTONOMA  
DE NARIÑO





## You are our mission, our values and our goals

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Our mission at ENEB is to transform your life, empowering you to choose your own path and dedicate your time to what you are most passionate about, with no limits to achieving your goals. We envision ourselves as the gateway to your life objectives, offering accessible, top-quality education for everyone. We are committed to ensuring no talent is left behind and to making a positive impact on society. With over 19,000 students annually, we feel a profound responsibility to make a real difference.



We want to transform our students' lives, from point A to point E.

We aim to provide education to everyone who truly desires it. We strive to break barriers because we believe that top-tier education should be accessible to all, not just a select few.

With over 19,000 students each year, we feel a profound responsibility to make a meaningful impact on society.



# ENEB in the world

At ENEB, each country represents not just a new territory, but a fresh opportunity to transform the world. Over 150,000 students across 125 countries have wisely chosen ENEB to shape their future and make a global impact.



# ENEB in Numbers

Numbers are not just figures; they are the result of our relentless effort and dedication. At ENEB, our impressive stats reflect our commitment to excellence and our global impact on education and transformation.



# Accreditations

All the certificates of our training programmes are issued by ENEB Business School and certified by the Universidad Isabel I, which belongs to the European Higher Education Area guaranteeing the homogeneity and quality of the training. ENEB master's and postgraduate programs have the highest recognitions, approvals and homologations that guarantee the educational quality of their content. They are highly valued professional trainings in the field of each of the different areas of knowledge. The homologations, accreditations, memberships, certifications, registrations and recognitions of ENEB are the following:



All our training programmes are certified by Universidad Isabel I.



Collaboration with IEE, for validations in USA and Canada.



Member of the Spanish Confederation of Private Centres and Academies.



Member of the Spanish National Association of e-Learning and Distance Learning Centres



Collaborating Centre of the Trinity College London.



Quality and excellence certification with the highest score issued by the European Foundation for Quality Management.



Certificate of educational excellence established



Member of the Barcelona Chamber of Commerce



Best business school rated by its students.



Registered trademark with the number 3,543,757 within class 41 of Education and Training.



Associated to the Latin American Council of Management Schools



Associated with the Asociación Española de Escuelas de Negocios.



# Remote learning

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ENEB's training programs are 100% online and includes manuals, daily and voluntary live classes in the ENEB Metaverse, multimedia resources, forums, and debates within the ENEB community, as well as tutoring from Monday to Sunday.



Evaluation is done through the presentation of a final assignment per subject, after passing self-assessments. These self-assessments do not affect your final grade but help you measure your progress in learning. Final assignments are evaluated and corrected by the team of tutors and professors. There are no final tests or theoretical exams.

Flexibility is not only reflected in the delivery of assignments but also in the adaptability of the program to your needs. You can follow the order of subjects that best suits your time, needs, or concerns.

ENEB has a complete team of tutors available 7 days a week to guide and advise you on practical cases, ensuring your success in each subject.



Flexible



Customised



Accessible



Online



# Our Methodology

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At ENEB, you learn by making decisions through Harvard-backed case studies, guided by 200+ active professionals, all within our immersive Metaverse campus. Rather than focusing on memorizing information, we place the emphasis on preparing you for real-world business decisions.



## SPECIAL PROGRAMS

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### “The Food Truck Challenge”

Simulator in which you will manage a successful food truck in the city of Boomtown.

You will work in teams to make decisions, after each decision there will be a debriefing and the decisions made and results obtained by each team will be discussed.

With content from Harvard Business Publishing Education.







## Live Classes in the Metaverse

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Our synchronous live classes are held from Monday to Thursday through the ENEB Metaverse (NUBI). These classes feature the participation of experts in various educational areas. The schedule of classes may vary depending on the availability of speakers, but you will always have access to the updated calendar several weeks in advance.

Although attendance at these classes is not mandatory, they are highly recommended as they offer an interactive and practical experience on the most relevant topics of the business world in all its dimensions.

If you are unable to attend a live class, do not worry. All sessions are recorded and available on the virtual campus shortly after they take place, so you can access them at any time that suits you.



## Flexible Learning

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### 24/365 Access

Study at your own pace with our flexible 24/365 methodology. Whether you are a busy professional or managing other commitments, our programs are designed to fit into your life. You can start and complete your studies at your convenience, ensuring a stress-free and adaptable learning experience.

### Self-Assessment and Practical Assignments

Evaluation is done through the presentation of final assignments per subject, following self-assessments that help you measure your progress. Our flexible approach allows you to follow the order of subjects that best suits your time and needs.

## Calendar

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All our Masters, Management Development Programs and Advanced Courses have a flexible start date, i.e. they begin when you wish and inform us. The duration of each of them will depend on the number of credits, ranging from 1 month for the Higher Education Courses, 5 months for the Executive Courses, 9 months for the Masters, 12 months for the Double Masters and 14 months for the Global MBA.

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Thanks to our  
**7/24**  
**Method**

**we will answer all your  
questions and doubts every  
day of the year through the  
Virtual Campus.**





# What we offer:

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- Welcome sessions
- Live classes from Monday to Thursday in our NUBI metaverse with active professionals
- Academic Q&A with our Secretary team in the metaverse
- Possibility of internships in companies
- Partnerships with other schools and businesses
- Registration in our job bank
- Networking opportunities and access to the ENEB Community
- Student card



# Class President

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As part of ENEB's commitment and excellence to students around the world, all programs have Class Presidents who not only are primary guides and supporters within the institution, but also key figures in fostering a robust networking network designed to expand your professional and academic opportunities.

All students are invited to connect with them to stay abreast of the latest developments and opportunities in our academic community. These leaders will offer you valuable resources and strategic advice to maximize your potential for employability and academic success.

Connect, collaborate and grow with us!



**Saqib Achakzai**  
**MBA**

Senior Manager at Deloitte in London, he is a chartered accountant with more than fifteen years of experience in financial services. His experience includes business transformation, regulatory compliance and financial audits for clients in the UK, US and Middle East.



**Richard Overton**  
**MBA + Master in Project Management**

Chief Engineer with over 29 years of manufacturing and business management experience. Specialized in operational efficiency, safety standards and team leadership. Expert in methodologies such as FMECA, DMAIC, 5S and TPM. Known for driving efficiency and leading goal-focused teams.



**Roner Chichirita**  
**MBA + Master in Big Data and Business Intelligence**

A nurse from the Philippines working in a major German hospital, he is pursuing an MBA and a master's degree in Big Data and Business Intelligence at ENEB. His goal as Class President is to improve his leadership skills and help students. In addition, he works as a tax advisor for the Filipino community in Hamburg and enjoys building IKEA furniture and creating websites as a hobby.



**Steven Poole**  
**MBA + Master in Logistics**

Steven Poole is a recognized leader in the Australian rail industry with more than 20 years of experience. He is currently a principal investigator at Australia's largest rail operator, where he has achieved notable reductions in workplace safety incidents and injuries, as well as significant improvements in staff performance and management.



**Samir Bouazzi**  
**MBA + Master in Team Management**

An experienced IT, sales and business development professional, he holds a degree in Computer Science from Tunisia. He has managed projects on all continents and currently works as a Section Supervisor at Darwish Holding in Qatar, driving sales growth and fostering team excellence. His commitment to customer satisfaction, innovative strategies and team development make him a valuable professional to be Class President.





## What do we expect from students

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Success is the result of constant effort. There are no shortcuts to excellence. Dedicate yourself fully to each task and project, and the results will speak for themselves.



-  Active Participation
-  Visible Presence
-  Maximize Opportunities
-  Perseverance
-  Community Creation
-  Active Networking
-  Exemplary Leadership
-  Constant Effort

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"I couldn't be happier with my studies at ENEB. The online platform includes current content applicable to real-life scenarios, and the quality of the master's degree exceeded all my expectations."



"I'm impressed with the professionalism and dedication of the entire team of the school. From faculty members to administrative staff, every interaction and aspect of my experience has been excellent."

# Certifications

Here is an example of the certificates by ENEB and the University Isabel I that may be issued depending on your program of study.



# Certificate of completion



# Internship program

ENEB Business School is recognised by the most prestigious companies in different sectors. Its training programs, adapted to the current reality of the labour market, will allow you to get on perfectly in any company or organization and to develop a promising career. To make that possible, the school has an agreement with renowned business firms and an employment program where students can access more than 14,000 national and international job offers.

In its pursuit to promote the labour insertion of the students, ENEB Business School, among its free services, offers the possibility of undertaking internships in companies as a complement to their training plan. The objective of this internship, established through a Private Collaboration Agreement between the school and the company, is to allow training in work centres that reproduce the usual conditions of the business environment as part of their training plan.

We provide effective solutions to the growing training needs requested by companies for their future employees. We have an avant-garde research department to update and adapt new trends to the current market as well as a networking space for the meeting of students, managers, professionals, academic experts and entrepreneurs who want to exchange experiences and opinions. Below are some of the companies and organizations where our internships take place:



## International character

In addition, all the students focused on international business, business sciences, management, business administration and management, can apply for an international internship through our partners Worldwide Internships and Pic-Management in the United States, Mexico, Dominican Republic, Spain, France, Thailand, China, Malaysia, United Arab Emirates and New Zealand, among others.





## Job Opportunities

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ENEB Business School is recognized by the most prestigious companies in different sectors. Its training programs, adapted to the current reality of the working world, allow students to grow professionally and climb their career ladder in any company.

To make this possible, ENEB Business School has an agreement with major business firms and employment exchanges with more than 14,000 offers available to its students within the business environment. Registration is optional, and we maintain the strictest confidentiality according to the Personal Data Protection Law in compliance with the European Regulation of Data Protection RGPD 2016/679 and RD of development 1720/2007.

Our team will advise our students on the adaptation of their curriculum and cover letters to ensure their employability in selection processes.



# Scholarships and grants

ENEB has limited places available for each of the scholarships aimed at all Master's Degree and Management Development Program students who meet the following requirements:

**Direct Scholarship:** Without requirements or limitations in each enrollment period. Get your Direct Scholarship now without administrative procedures.

**Scholarship for Academic Excellence:** Intended for those students whose academic and professional qualifications have a profile of excellence.

**Entrepreneurial Talent Scholarship:** Designed for all those entrepreneurs who wish to study a Master's or Postgraduate degree in order to apply it to their professional career.

**Women and Equality Scholarship:** Designed for female candidates who want to grow professionally and achieve the highest level of education. In ENEB, we are committed to gender equality and we encourage woman's integration into the workforce..

**Management Scholarship:** Intended for all those professionals whose roles of responsibility requires them to continually grow and evolve..

**Corporate Scholarship:** DIntended for all those professionals who want to boost their career and opt for higher positions.

**Scholarship for self-employed professionals:** Intended for self-employed professional who wish to pursue a Master's or Postgraduate degree to gain an in-depth knowledge of their sector or to acquire the necessary skills to grow their business.

**SMEs Scholarship:** Designed for entrepreneurs who wish to increase their knowledge to contribute to the growth of their company.

**Scholarship for the unemployed:** Intended for all those who wish to pursue further studies in order to re-enter the job market.

**Geographical Mobility Scholarship:** Intended for all applicants who wish to study from anywhere in the world and thus, acquire a global view of the business world.

# We are committed to making education accessible to everyone

At ENEB, we are dedicated to democratizing education through exceptional affordability and quality. Our commitment drives us to invest in creating opportunities for every student to thrive and excel, regardless of financial constraints.



“ENEb not only offered me the chance to complete my master’s degree at an unbeatable price but also provided the flexibility I needed to achieve my goals. This experience has truly transformed my life, opening doors to new opportunities and shaping my future in profound ways.”

“I found everything I needed at ENEb: quality content in a format that allowed me to balance work, personal life and study, and at a price I could afford.”







# **EXECUTIVE COURSE IN DIGITAL BUSINESS**

## **INTRODUCTION**

The Executive Course in Digital Business is an intensive training program whose main objective is to prepare professionals to lead and manage business projects in a digital environment. This program is designed to develop managerial and strategic skills for managing companies in the digital environment, providing a deep understanding of digital trends and tools in business.

Choose to train at ENEB, one of the most prominent distance business schools in Europe, allowing you to train at the highest level from anywhere, with daily support from all professors and tutors.

## **TWO DIPLOMAS**

Upon completing your studies, you will be eligible to receive a double certification awarded by the European Business School of Barcelona, endorsed and certified by Universidad Isabel I:

- Executive Course in Digital Business

## **WHO IS IT FOR?**

The Executive Course in Digital Business is aimed at:

- Company managers who wish to update their knowledge in the digital field.
- Marketing professionals who want to better understand the relationship between marketing and technology.
- Entrepreneurs who want to create their own business in the digital sphere.
- Technology professionals who want to broaden their strategic and business vision.
- Business consultants who want to offer digital services to their clients.

## **OBJECTIVES**

The curriculum of the Executive Course in Digital Business aims to equip students with the following knowledge and skills:

- To provide a complete vision of digital trends and tools in business.
- Develop managerial and strategic skills for the management of companies in the digital environment.
- To enable participants to lead business projects in a digital environment.
- Understand the challenges and opportunities of the digital market.
- Provide participants with a network of contacts and business opportunities in the digital environment.

## CAREER OPPORTUNITIES

- **Digital Marketing Manager:** a digital marketing manager is responsible for planning, implementing and overseeing online marketing campaigns and online brand presence.
- **Digital Transformation Consultant:** a digital transformation consultant is responsible for helping companies implement digital strategies and solutions to transform their operations and improve efficiency.
- **Digital Project Manager:** a digital project manager is responsible for leading projects related to digital technology and digital transformation, from planning to implementation.

## ADMISSION

To be eligible for any of our Executive Courses, applicants must meet the following requirements:

- Hold a degree in any field (Bachelor's, Architecture, Higher or Technical Engineering, Licentiate, Diploma, or equivalent).
- University students currently pursuing a degree or equivalent higher education studies.
- Professionals with career prospects in their current positions.
- If you do not meet any of the above conditions, please contact the school, and the admissions department will evaluate your specific case.

## YOUR EXECUTIVE COURSE INCLUDES:

- Executive Course in Digital Business
- Access to the entire syllabus from day one
- Registration in our job bank
- Possibility of internships in companies
- Tutorials from Monday to Sunday
- 7" tablet as a gift



## **SECTION 1: BUSINESS PLAN**

- Topic 1. Vision, mission and values
- Topic 2. Strategic plan
- Topic 3. Business model
- Topic 4. Strategic analysis
- Topic 5. Monitoring the strategic plan

## **SECTION 2: PROJECT MANAGEMENT**

- Topic 1. Project management figure
- Topic 2. Team management
- Topic 3. Team management and communication
- Topic 4. Project management

## **SECTION 3: AGILE METHODOLOGIES**

- Topic 1. Product management
- Topic 2. Lean startup
- Topic 3. Agile management

## **SECTION 4: DIGITAL BUSINESS**

- Topic 1. E-commerce and its operations
- Topic 2. e-procurement: e-procurement
- Topic 3. Operational management of e-commerce: e-fulfillment
- Topic 4. Marketplaces
- Topic 5. The last mile
- Topic 6. Exponential structures
- Topic 7. Digital business

## **SECTION 5: DIGITAL TRANSFORMATION**

- Topic 1. Business digitalization
- Topic 2. Artificial Intelligence (AI)
- Topic 3. The Internet of Things (IoT)
- Topic 4. Blockchain
- Topic 5. Big Data and Business Intelligence (BI)
- Topic 6. Cloud computing
- Topic 7. Industrial automation and robotics
- Topic 8. Cybersecurity

## **A JOURNEY THROUGH THE SYLLABUS**

### **SECTION 1: BUSINESS PLAN**

This section covers the fundamental concepts and strategies for developing a business plan, focusing on vision, mission, values, strategic planning, business models, strategic analysis, and monitoring the strategic plan.

#### **Topic 1: Vision, Mission and Values**

Vision, Mission and Values explore the core components of a business's foundational principles. Students will learn about crafting a compelling vision, defining the mission, and establishing values that guide organizational behavior and decision-making.

#### **Topic 2: Strategic Plan**

Strategic Plan covers the process of developing a strategic plan. Students will learn about setting long-term objectives, formulating strategies to achieve these goals, and techniques for aligning strategic initiatives with business goals.

#### **Topic 3: Business Model**

Business Model examines the different types of business models and their applications. Students will learn about the components of a business model, techniques for creating and analyzing business models, and best practices for implementing business models in digital businesses.

#### **Topic 4: Strategic Analysis**

Strategic Analysis explores the tools and techniques for analyzing the external and internal environments of a business. Students will learn about SWOT analysis, PESTEL analysis, and other strategic analysis frameworks to assess business opportunities and threats.

#### **Topic 5: Monitoring the Strategic Plan**

Monitoring the Strategic Plan covers the process of tracking and evaluating the progress of a strategic plan. Students will learn about key performance indicators (KPIs), techniques for monitoring and reporting on strategic initiatives, and methods for making adjustments to stay on track with business goals.

### **SECTION 2: PROJECT MANAGEMENT**

This section covers the essential concepts and practices of project management, focusing on the role of project managers, team management, communication, and overall project management principles.

#### **Topic 1: Project Management Figure**

Project Management Figure explores the role and responsibilities of a project manager. Students will learn about the skills and competencies required for effective project management, and the importance of leadership in project success.

#### **Topic 2: Team Management**

Team Management covers the principles and practices of managing project teams. Students will learn about team dynamics, techniques for building and leading high-performing teams, and methods for resolving conflicts within teams.

#### **Topic 3: Team Management and Communication**

Team Management and Communication examines the importance of effective communication in project management. Students will learn about communication strategies, tools for facilitating team communication, and techniques for ensuring clear and consistent communication throughout the project lifecycle.

## **Topic 4: Project Management**

Project Management covers the end-to-end process of managing projects. Students will learn about project planning, execution, monitoring, and closing, as well as techniques for managing project scope, time, cost, quality, and risk.

## **SECTION 3: AGILE METHODOLOGIES**

This section focuses on the principles and practices of agile methodologies, including product management, lean startup, and agile management techniques.

### **Topic 1: Product Management**

Product Management explores the role of product managers in agile environments. Students will learn about the responsibilities of product managers, techniques for managing product development, and methods for ensuring alignment between product vision and customer needs.

### **Topic 2: Lean Startup**

Lean Startup covers the principles and practices of the lean startup methodology. Students will learn about building minimum viable products (MVPs), techniques for testing and iterating on product ideas, and methods for scaling successful products.

### **Topic 3: Agile Management**

Agile Management examines the principles and frameworks of agile project management. Students will learn about Scrum, Kanban, and other agile methodologies, as well as techniques for applying agile practices to manage projects effectively.

## **SECTION 4: DIGITAL BUSINESS**

This section covers the essential concepts and operations of digital businesses, focusing on e-commerce, e-procurement, operational management of e-commerce, marketplaces, the last mile, exponential structures, and digital business strategies.

### **Topic 1: E-commerce and Its Operations**

E-commerce and Its Operations explore the fundamentals of e-commerce. Students will learn about the different types of e-commerce models, techniques for managing e-commerce operations, and best practices for ensuring a seamless online shopping experience.

### **Topic 2: e-Procurement**

e-Procurement covers the principles and practices of electronic procurement. Students will learn about the benefits of e-procurement, techniques for implementing e-procurement systems, and methods for managing supplier relationships.

### **Topic 3: Operational Management of E-commerce**

Operational Management of E-commerce examines the end-to-end processes involved in e-commerce operations. Students will learn about order fulfillment, inventory management, and techniques for optimizing e-commerce logistics.

### **Topic 4: Marketplaces**

Marketplaces explore the role and dynamics of online marketplaces. Students will learn about the different types of marketplaces, techniques for managing marketplace operations, and strategies for succeeding in competitive marketplace environments.

### **Topic 5: The Last Mile**

The Last Mile covers the challenges and strategies for managing the final stage of product delivery. Students will learn about the importance of last-mile delivery in customer satisfaction, techniques for optimizing last-mile logistics, and best practices for managing delivery operations.



**Topic 6: Exponential Structures**

Exponential Structures examine the characteristics and strategies of exponential organizations. Students will learn about the principles of exponential growth, techniques for scaling digital businesses, and methods for leveraging technology to achieve exponential growth.

**Topic 7: Digital Business**

Digital Business explores the overall strategies and practices of running a digital business. Students will learn about the key components of digital business models, techniques for managing digital business operations, and best practices for achieving success in the digital economy.

**SECTION 5: DIGITAL TRANSFORMATION**

This section covers the key technologies and strategies driving digital transformation, focusing on business digitalization, artificial intelligence (AI), the Internet of Things (IoT), blockchain, big data and business intelligence (BI), cloud computing, industrial automation and robotics, and cybersecurity.

**Topic 1: Business Digitalization**

Business Digitalization explores the process and benefits of digitalizing business operations. Students will learn about the different aspects of digital transformation, techniques for implementing digital technologies, and strategies for managing digital change.

**Topic 2: Artificial Intelligence (AI)**

Artificial Intelligence (AI) examines the role and applications of AI in digital business. Students will learn about the different types of AI technologies, techniques for implementing AI solutions, and methods for leveraging AI to drive business value.

**Topic 3: The Internet of Things (IoT)**

The Internet of Things (IoT) covers the principles and applications of IoT. Students will learn about IoT technologies, techniques for implementing IoT solutions, and strategies for leveraging IoT to enhance business operations.

**Topic 4: Blockchain**

Blockchain explores the fundamentals and applications of blockchain technology. Students will learn about the principles of blockchain, techniques for implementing blockchain solutions, and methods for leveraging blockchain to achieve business transparency and security.

**Topic 5: Big Data and Business Intelligence (BI)**

Big Data and Business Intelligence (BI) examine the role and applications of big data and BI in digital business. Students will learn about the principles of big data analytics, techniques for implementing BI solutions, and strategies for leveraging data to drive business insights and decisions.

**Topic 6: Cloud Computing**

Cloud Computing covers the principles and benefits of cloud computing. Students will learn about the different types of cloud services, techniques for implementing cloud solutions, and best practices for managing cloud environments.

**Topic 7: Industrial Automation and Robotics**

Industrial Automation and Robotics examine the role and applications of automation and robotics in business operations. Students will learn about the different types of automation technologies, techniques for implementing automation solutions, and strategies for leveraging robotics to enhance operational efficiency.

**Topic 8: Cybersecurity**

Cybersecurity explores the principles and practices of securing digital business operations. Students will learn about the different types of cybersecurity threats, techniques for implementing cybersecurity measures, and best practices for ensuring data and system security.